

# Sneha Balakrishnan

## User Experience Designer

Results-driven UX Designer skilled in interaction and visual design, utilizing design thinking for user-centric experiences, embracing malleable design for evolving journeys, fueling impactful and transparent solutions with attention to detail.

[snehabk23@gmail.com](mailto:snehabk23@gmail.com)

[Portfolio](#)

[LinkedIn](#)

## Work Experience

### UX Auditor - MOCAPay - Contract

June 2023 - July 2023 | Austin, TX

- Currently, conducting heuristic evaluation and competitor analysis on mobile wireframes, ensuring adherence to usability and accessibility guidelines, and identifying areas for improvement.
- Identifying improvement areas and providing research-backed suggestions to the design team for an enhanced user experience.

### Co-Director, Design Lead - UX Professionals Association (UXPA) at UT Austin

Aug 2022 - May 2023 | Austin, TX

- Lead branding, marketing content, and website development for UXPA UT Austin, ensuring a cohesive and impactful presence.

### Marketing and Communications Assistant - Texas Global, UT Austin

May 2022 - May 2023 | Austin, TX

- Designed various layouts, illustrations, graphics, social media content showcasing creativity and problem solving skills.

### Product Design Intern - P97 Networks

Jun 2022 - Aug 2022 | Austin, TX

- Worked on user flow 'Apply and Buy' (P66 Credit Card) comprising three sub-flows, created user interface (UI) screens, made key decisions on call to action (CTAs), and collaborated with the internal team and client during the presentation.
- Conducted UX audits for iOS and Android apps in production for clients (Rotten Robbie, Valero, My 76, Journie), provided solutions through UI screens redesign.
- Designed UI screens for energy industry clients (Pacific Energy) using P97 Mobile Platform Solutions' white label and design system.

### Associate UX Designer - Origin Learning (ELB Learning)

Oct 2020 - July 2021 | Chennai, India

- Conducted UX research, competitor analysis, and micro-interactions research for Origin Fractal's Learning Experience Platform (LXP), showcasing expertise in user research, data science, and product design, while designing engaging UI screens for voice bot, webpage, and mobile platforms tailored to schools in India.
- Redesigned Highako's website, improving user experience, website performance, and audience engagement, showcasing problem-solving skills.
- Developed a user-friendly UI enabling seamless video uploading and subtitle translation, achieving project success and client satisfaction for Fractal.
- Revamped Information Architecture (IA) flows and UI designs for in-house courses, optimizing admin flow for VSP TerumoBCT in a B2B platform, enhancing learning experience and operational efficiency.
- Collaborated with development teams, participated in client-facing calls, ensuring effective communication for successful project outcomes.

## Capstone Project

### UX Designer - AI Health Lab | iSchool + Dell Med @ UT Austin

Jan 2023 - May 2023 | Austin, TX

- Designed ICU Length of Stay (LoS) prediction dashboards using eXplainable AI techniques and data-driven design.
- Redesigned the Individual Patients Page with a multi-factorial approach, daily blood pressure chart, and risk score alerts.
- Implemented 'What-If' feature solutions, including a 'Similar & Different Patients' page highlighting varying LoS and risk factors.
- Improved system effectiveness with changeable attributes, interpretive scale, and risk score calculations for disease comparison.

## Education

### The University of Texas at Austin

Aug 2021 - May 2023 | Austin, TX

Masters of Science in

Information Studies

Concentration in HCI

### Sushant School of Art and Architecture

2015 - 2020 | Gurgaon, India

Bachelor of Architecture

Licensed Architect, COA, India

## Skills

**Design:** Interaction Design, Visual Design, Design Thinking, Prototyping, Conceptual Sketching, Game Design, Storyboarding, Information Architecture, Wireframing, Data Visualization, Accessibility Check

**Research:** Interviews, Usability Testing, Affinity Mapping, Ethnography, Competitive Analysis, Heuristic Evaluation, User Journey Mapping, Personas, Search Engine Results Page (SERP) Analysis.

## Tools

**Prototyping:** Figma, Sketch, Framer, Invision, Zeplin, Miro

**Design:** Adobe Creative Suite, AutoDesk, Rhino 3D, SketchUp, V-Ray

**Software:** Tableau, Snowflake, SQL, CSS, HTML, JavaScript

## Certifications

UI/UX Design Certification  
*DesignBoat UI/UX School, India*  
Enterprise Design Thinking  
Practitioner

IBM

Social/Behavioral Researchers  
CITI Program

AutoDesk Softwares

AutoDesk